



WKMG

# ORDER

Print Date 10/12/12 Page 1 of 3

Flight Dates 10/16/12-10/22/12

Contract / Revision 261873 /

Original Date / Revision  
10/12/12 10/12/12

Advertiser Pol/Pres/D/Barack Obama

New till 02/05/09

Agency GMMB

Buying Contact

3050 K Street NW  
Suite 100  
Washington, DC 20007

Product  
OBAMA FOR AMERICA SKED-C

Agency Com 15%

Billing Contact

3050 K Street NW  
Suite 100  
Washington, DC 20007

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1897

Alt Order # 06372607

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Presidential-Democrat

Priority P-2

Advertiser Ref

Primary Account Executive  
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 83450

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	51	\$70,932.50	\$83,450.00	0.00	10/01/12	10/22/12	51	\$70,932.50	\$83,450.00
Totals	51	\$70,932.50	\$83,450.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	10/16/12	10/22/12	Morn News at 5a Morn News at 5a	CM	5-530a	MTWTF--	:30	4	\$350.00	P-2	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--		4			\$350.00			0.00			
E 2	WKMG	10/16/12	10/22/12	Morn News at 530a Morn News at 530a	CM	530-6a	MTWTF--	:30	4	\$450.00	P-2	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--		4			\$450.00			0.00			
E 3	WKMG	10/16/12	10/22/12	Morn News at 6a Morn News at 6a	CM	6-7a	MTWTF--	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--		2			\$600.00			0.00			
E 4	WKMG	10/16/12	10/22/12	CBS This Morning The Early Show	CM	7-9a	MTWTF--	:30	3	\$450.00	P-2	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			



WKMG

Print Date: 10/12/12

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Contract / Revision 261873 Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 10/12/12/ 10/12/12

Order Sep 00:15:00

Advertiser Pol/Pres/D/Barack Obama Product OBAMA FOR AMERICA SKE Estimate # 1897

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 4	WKMG	10/16/12	10/22/12	CBS This Morning The Early Show	CM	7-9a	MTWTF--	:30	3	\$450.00	P-2	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--					3	\$450.00		0.00			
E 5	WKMG	10/20/12	10/20/12	5-7a Sat News Sat 5-7a News	CM	5-7a	-----1-	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1-					1	\$200.00		0.00			
E 6	WKMG	10/21/12	10/21/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1					1	\$1,400.00		0.00			
E 7	WKMG	10/16/12	10/22/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	MTWTF--	:30	5	\$300.00	P-2	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--					5	\$300.00		0.00			
E 8	WKMG	10/16/12	10/22/12	10-11a Let's Make A Deal Let's Make a Deal	CM	10-11a	MTWTF--	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--					2	\$600.00		0.00			
E 9	WKMG	10/16/12	10/22/12	11-12p Price Is Right Price Is Right	CM	11a-12p	MTWTF--	:30	3	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--					3	\$1,200.00		0.00			
E 10	WKMG	10/16/12	10/22/12	2-3p The Talk The Talk	CM	2-3p	MTWTF--	:30	3	\$600.00	P-2	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--					3	\$600.00		0.00			
E 11	WKMG	10/21/12	10/21/12	1030-1130a Face Nation Face The Nation	CM	1030-1130a	-----1	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1					1	\$1,800.00		0.00			
E 12	WKMG	10/16/12	10/22/12	530-6p The Insider Insider	CM	530p-6p	MTWTF--	:30	5	\$650.00	P-2	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--					5	\$650.00		0.00			
E 13	WKMG	10/16/12	10/22/12	News at 6p News at 6p	CM	6-630p	MTWTF--	:30	2	\$1,400.00	P-2	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--					2	\$1,400.00		0.00			
E 14	WKMG	10/16/12	10/22/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	MTWTF--	:30	4	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--					4	\$1,200.00		0.00			
E 15	WKMG	10/22/12	10/22/12	Mon 2 Hour Special Presidential Debate #3	CM	9-11p	1-----	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----					1	\$10,000.00		0.00			
E 16	WKMG	10/16/12	10/16/12	Tue 2 Hour Special Tue 2 Hour Special	CM	various	-1-----	:30	1	\$11,000.00	P-2	0.00	NM	1	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/16/12	-1-----					1	\$11,000.00		0.00			



WKMG

Print Date: 10/12/12

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Contract / Revision

261873

Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 10/12/12/ 10/12/12

Order Sep 00:15:00

Advertiser Pol/Pres/D/Barack Obama Product OBAMA FOR AMERICA SKE Estimate # 1897

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 16	WKMG	10/16/12	10/16/12	Tue 2 Hour Special Tue 2 Hour Special	CM	various	-1-----	:30	1	\$11,000.00	P-2	0.00 NM	1	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	-1-----					1	\$11,000.00		0.00		
E 17	WKMG	10/17/12	10/17/12	Wed Prime 10p CSI	CM	10-11p	--1----	:30	1	\$10,000.00	P-2	0.00 NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	--1----					1	\$10,000.00		0.00		
E 18	WKMG	10/19/12	10/19/12	Fri Prime 10p Blue Bloods	CM	10-11p	----1--	:30	1	\$9,000.00	P-2	0.00 NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	----1--					1	\$9,000.00		0.00		
E 19	WKMG	10/21/12	10/21/12	Sun Prime 9-10p Good Wife	CM	9-10p	-----1	:30	1	\$9,000.00	P-2	0.00 NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	-----1					1	\$9,000.00		0.00		
E 20	WKMG	10/16/12	10/22/12	M-F 11p News M-F 11p News	CM	11-1135p	MTWTF--	:30	3	\$1,700.00	P-2	0.00 NM	3	\$5,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/16/12	10/22/12	MTWTF--					3	\$1,700.00		0.00		
E 21	WKMG	10/20/12	10/20/12	Sat 1135p-1205a Inside Edition Wknd	CM	1135p-1205a	-----1-	:30	1	\$450.00	P-2	0.00 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	-----1-					1	\$450.00		0.00		
E 22	WKMG	10/20/12	10/20/12	Sat 1205-105a Extra Wknd	CM	1205-105a	-----1-	:30	1	\$350.00	P-2	0.00 NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	-----1-					1	\$350.00		0.00		
E 23	WKMG	10/21/12	10/21/12	Sun 1135p-1235a Cold Case	CM	1135p-1235a	-----1	:30	1	\$450.00	P-2	0.00 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	-----1					1	\$450.00		0.00		
													Totals	51 \$83,450.00

**WKMG**

## ORDER

Print Date 10/12/12 Page 1 of 4

Flight Dates 10/16/12-10/22/12

Contract / Revision

**255510**

Product

**OBAMA FOR AMERICA**

Original Date / Revision

10/12/12 10/12/12

Agency Com 15%

### Billing Contact

Advertiser Pol/Pres/D/Barack Obama

New till 02/05/09

**3050 K Street NW**

## Suite 100

**Washington, DC 20007**

Agency **GMMB**

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1537

Alt Order # 6259544

Billing Type      Cash

Order Type	GENERAL
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Billing Cycle	EOM/EOC
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Billing Calendar BROADCAST

Demographic A35+

Rev Codes      AGY      POL      CAND

Product Codes PL-Presidential-Democrat

Priority P-2

Advertiser Ref

Primary Account Executive

Kristen Waskie

Account Executive	Order%	Start Date	End Date
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Kristen Waskie	100%
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Order Share 100% Market Value 136450

Competing Station	% of Order	Amount
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CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	38	\$115,982.50	\$136,450.00	0.00	10/01/12	10/22/12	38	\$115,982.50	\$136,450.00
<b>Totals</b>	<b>38</b>	<b>\$115,982.50</b>	<b>\$136,450.00</b>	<b>0.00</b>					

### Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	38	\$115,982.50	\$136,450.00	0.00	10/01/12	10/22/12	38	\$115,982.50	\$136,450.00
<b>Totals</b>	<b>38</b>	<b>\$115,982.50</b>	<b>\$136,450.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 2	WKMG	10/16/12	10/22/12	M-F 11p News M-F 11p News	CM	11-1135p	MTWTF--	:30	2	\$1,700.00	P-2	0.00	NM	2	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/16/12	10/22/12	MTWTF--		2			\$1,700.00		0.00				
E 5	WKMG	10/16/12	10/22/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	MTWTF--	:30	2	\$900.00	P-2	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/16/12	10/22/12	MTWTF--		2			\$900.00		0.00				
E 10	WKMG	10/16/12	10/22/12	Morn News at 5a Morn News at 5a	CM	5-530a	MTWTF--	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/16/12	10/22/12	MTWTF--		2			\$350.00		0.00				
E 11	WKMG	10/16/12	10/22/12	News at 5p News at 5p	CM	5-530p	MTWTF--	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				



WKMG

Print Date: 10/12/12

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Contract / Revision

255510

Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 10/12/12/ 10/12/12

Order Sep 00:15:00

Advertiser Pol/Pres/D/Barack Obama Product OBAMA FOR AMERICA

Estimate # 1537

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 11	WKMG	10/16/12	10/22/12	News at 5p News at 5p	CM	5-530p	MTWTF--	:30	2	\$1,000.00	P-2	0.00 NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/16/12	10/22/12	MTWTF--					2	\$1,000.00		0.00		
E 12	WKMG	10/16/12	10/22/12	Morn News at 530a Morn News at 530a	CM	530-6a	MTWTF--	:30	2	\$450.00	P-2	0.00 NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/16/12	10/22/12	MTWTF--					2	\$450.00		0.00		
E 14	WKMG	10/16/12	10/22/12	News at 6p News at 6p	CM	6-630p	MTWTF--	:30	2	\$1,400.00	P-2	0.00 NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/16/12	10/22/12	MTWTF--					2	\$1,400.00		0.00		
E 15	WKMG	10/16/12	10/22/12	Morn News at 6a Morn News at 6a	CM	6-7a	MTWTF--	:30	2	\$600.00	P-2	0.00 NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/16/12	10/22/12	MTWTF--					2	\$600.00		0.00		
E 16	WKMG	10/16/12	10/22/12	CBS Evening News CBS Eve News	CM	630-7p	MTWTF--	:30	2	\$2,500.00	P-2	0.00 NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/16/12	10/22/12	MTWTF--					2	\$2,500.00		0.00		
E 17	WKMG	10/16/12	10/22/12	News at 7p News at 7p	CM	7-7:30p	MTWTF--	:30	2	\$1,700.00	P-2	0.00 NM	2	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/16/12	10/22/12	MTWTF--					2	\$1,700.00		0.00		
E 18	WKMG	10/16/12	10/22/12	CBS This Morning The Early Show	CM	7-9a	MTWTF--	:30	2	\$450.00	P-2	0.00 NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/16/12	10/22/12	MTWTF--					2	\$450.00		0.00		
E 21	WKMG	10/19/12	10/19/12	Fri Prime 10p Blue Bloods	CM	10-11p	----F--	:30	1	\$9,000.00	P-2	0.00 NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	----F--					1	\$9,000.00		0.00		
E 33	WKMG	10/16/12	10/20/12	NCAA Football 3p Game NCAA 3pm Game	CM	various (3:30 PM-7:00 PM)	-----1-	:30	1	\$2,500.00	P-2	0.00 NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	-----1-					1	\$2,500.00		0.00		
E 39	WKMG	10/21/12	10/21/12	Sun 11p News after NFL Sun 11p News after NFL	CM	Late News	-----S	:30	1	\$1,700.00	P-2	0.00 NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	-----S					1	\$1,700.00		0.00		
E 42	WKMG	10/16/12	10/21/12	NFL TODAY NFL TODAY	CM	various	-----1	:30	1	\$3,000.00	P-2	0.00 NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	-----1					1	\$3,000.00		0.00		
E 47	WKMG	10/21/12	10/21/12	Sun Prime 7-8p Sun 7-8p	CM	7-8p	-----S	:30	1	\$9,000.00	P-2	0.00 NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	-----S					1	\$9,000.00		0.00		
E 50	WKMG	10/21/12	10/21/12	Sun Prime 9-10p Good Wife	CM	9-10p	-----S	:30	1	\$9,000.00	P-2	0.00 NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	-----S					1	\$9,000.00		0.00		



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Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 10/12/12/ 10/12/12

Order Sep 00:15:00

Advertiser Pol/Pres/D/Barack Obama Product OBAMA FOR AMERICA

Estimate # 1537

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 50	WKMG	10/21/12	10/21/12	Sun Prime 9-10p Good Wife	CM	9-10p	-----S	:30	1	\$9,000.00	P-2	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$9,000.00		0.00			
E 51	WKMG	10/18/12	10/18/12	Thu Prime 10p Elementary	CM	10-11p	---T---	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$10,000.00		0.00			
E 52	WKMG	10/18/12	10/18/12	Thu Prime 8p Big Bang Theory 8-9p	CM	8-9p (7:58 PM-9:00 PM)	---T---	:30	1	\$13,000.00	P-2	0.00	NM	1	\$13,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$13,000.00		0.00			
E 53	WKMG	10/18/12	10/18/12	Thu Prime 9p Person of Interest	CM	9-10p	---T---	:30	1	\$11,000.00	P-2	0.00	NM	1	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$11,000.00		0.00			
E 55	WKMG	10/16/12	10/16/12	Tue Prime 8p NCIS	CM	8-9p	-T-----	:30	1	\$12,000.00	P-2	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$12,000.00		0.00			
N 60	WKMG	10/21/12	10/21/12	NFL Game 1 NFL Game 1	CM	various (1:00 PM-4:00 PM)	-----S	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$8,000.00		0.00			
N 61	WKMG	10/16/12	10/19/12	10-11a Let's Make A Deal Let's Make a Deal	CM	10-11a	-TWTF--	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWTF--					1	\$600.00		0.00			
N 62	WKMG	10/16/12	10/19/12	Morn News at 6a Morn News at 6a	CM	6-7a	-TWTF--	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWTF--					1	\$600.00		0.00			
N 63	WKMG	10/20/12	10/20/12	5-7a Sat News Sat 5-7a News	CM	5-7a	-----S-	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$200.00		0.00			
N 64	WKMG	10/16/12	10/16/12	Tue Prime 8p NCIS:Los Angeles	CM	8-9p	-T-----	:30	1	\$12,000.00	P-2	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$12,000.00		0.00			
N 65	WKMG	10/20/12	10/20/12	College Football Today College FB Today	CM	3-330p	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$1,000.00		0.00			
N 66	WKMG	10/18/12	10/18/12	Thu Prime 9p Person of Interest	CM	9-10p	---T---	:30	1	\$11,000.00	P-2	0.00	NM	1	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$11,000.00		0.00			
N 67	WKMG	10/22/12	10/22/12	News at 5p News at 5p	CM	5-530p	M-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$11,000.00		0.00			



WKMG

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Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 10/12/12/ 10/12/12

Order Sep 00:15:00

Advertiser Pol/Pres/D/Barack Obama Product OBAMA FOR AMERICA

Estimate # 1537

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 67	WKMG	10/22/12	10/22/12	News at 5p News at 5p	CM	5-530p	M-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/22/12	10/28/12	M-----	1		\$750.00		0.00							
														Totals	38	\$136,450.00